

# Moonbeam s

BY COLONEL LITTLE

The Smallest Newspaper in the West

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## The January Doldrums are ripe in the Valley of the Moon

And naturally, you-all have our sincere wishes for the most pros-

Only a very few readers were able to solve our Chinese puzzle of last week—the switching of pages. The rest just gave up in disgust and said inwardly, “The heck with it.” Actually it was just one of those things which occasionally happen in the best regulated printing office.

We print two pages at a time. That is, pages 1 and 8 go together, 2 and 7, 3 and 6, and 4 and 5. Switch any of these two combinations and you’re in a mess. “Back up” the wrong two pages and you’ve got something even worse. That happened last week when we weren’t looking.

But notice now! Page numbers! Never thought we’d have to use ‘em in a paper this little, but it should make any more bulls impossible—or at least improbable.

**FETTERS HOT SPRINGS LAST DAY COVERS  
MAIL 25c TO BOX 398, EL VERANO, FOR 3**

In a little mining town in California there was an old man who had lived in the same white frame house for 40 years. One day he surprised all his neighbors by moving into the house next door. Reporters were sent to see why he had moved. When they asked him, he replied, “I guess it’s just the gypsy in me.”

**ADOBE DRUG (Ray S. Duer), 411 First St. W., Sonoma WE 3-2971  
Prescription Specialists**

Local library hours are a puzzle. Two days of the week the hours are 2 to 5:30, two more days 7 to 9, and on Saturday something like 9:30 to 12:30. Friday it’s closed. Couldn’t YOU fix up a better schedule than that?

**BOYES SPRINGS FOOD CENTER.** A one-stop market, with large stocks of everything that's good to eat and drink. Take-out license.

Whether or not anyone follows us, we hereafter, every chance we get, will refer to this community as Moon Valley, and to Highway 12 through town as Jack London Way. Given four or five years of this and maybe it'll catch on and become accepted usage. With Agua Caliente and now Fetters Springs out of the picture as far as any official recognition is concerned—federal, that is—let's go all the way and create an entirely new name for the community that's destined to become the metropolis of the whole Valley, and known throughout the nation and the world.

**PARSONS LUMBER HARDWARE CO. (Formerly Valley Lbr. Co.)**

Same ownership, name changed. Phone WE 8-2140. Quality lumber.

Other night we heard a radio program, with the "worst flops of 1955" played on records. They actually were horrible, but they could have added a few more such as "Kokomo," "Shake, Rattle and Roll" and even "16 Tons."

**ROZARIO'S PALMS INN, Verano.** Excellent food, comfortable surroundings, cocktail and snack bars. Moderate priced.

And watch out, men! It's leap year. The wimmen will be having designs on you (as if they haven't already). Leap year comes every four years, except in the century years. The 366th added day is just a coupla hairs too much, so every 100 years they just skip it, and time as we know it is right back on the button.

**BROADWAY CAFE, Sonoma.** Pop and Mom Medros your hosts.

The very best in beverages. Take-out license, too. Drop in.

We wouldn't know for sure but hope they teach public speaking in our schools, even in the grades from 8 or 9 to 12. They didn't when we went to school, although there were a few good debaters—sort of a special, select group.

To us, the ability to speak on one's feet is probably the finest accomplishment in the world. We never had it, and of course never will. Conceivably we could have gone far if we could have talked half as well as we can write. Or is that wishful thinking

But just about every man who has "got somewhere" has been able to do a fair to excellent job in talking to large groups. We tried a night course at the YMCA once, but it didn't take at all.

The younguns will find that this ability to speak well will be their real ace in the game of life.

**DANCING Saturday nights, Sunday afternoons.** Good music. Fine dance floor. Swiss eats. **LITTLE SWITZERLAND, El Verano.**

"What was your business before you were captured by my men?" asked the chief of the cannibals.



"I was the assistant editor of a newspaper," answered the captive.

"In that case, cheer up, young man," said the chief. "Promotion awaits you. After dinner you'll be editor-in-chief."

**SAM FRISCIA, Wholesale-Retail SEAFOOD.** Craig Ave., off Arnold Drive. Cooked Crabs (we crack and clean), prawns, filets, abalone.

Richard (Slim) Wallace), Glen Ellen businessman, had as holiday visitors Phillip Dresser and family of Liggett. Dresser and Wallace are cousins, and had last seen each other 'way back in Maine 25 years ago. However, Slim got track of his cousin, learned he was living in California, but was never able to make connections till a couple of weeks ago. So there was a happy reunion. Dresser is currently a teacher in the Liggett Valley high school.

**DENNY'S COG CLUB, Boyes.** Denny Coleman, proprietor. Convenient location, wonderful drinkables, friendly people all around.

**BUD THOMPSON, your barber extraordinary,** at the Plaza next to Mendel's, Boyes. Haircuts supremel Hair styling a specialty.

Slipped a little last week in not changing the ad of Little Switzerland to announce a whale of a big New Year's party. Slipped on this same thing with several other advertisers, too. Thought, if we thought at all, that everybody knew about all the parties. But anyway, Little Switz was packed to the rafters for New Year's eve—as it always is on Saturday nights and Sunday afternoons, when the old-time dancing is featured, along with genuine Swiss eats.

**Conventions, banquets, dinners—all have a perfect setting at SONOMA MISSION INN, Boyes.** Friendly, sumptuous, perfect!  
**MAC DONALD'S JEWELRY, Sonoma.** An exceptional store, with large stocks of name brands, plus friendly, experienced service.

Just to be on the safe side, the visiting sun-seeker asked the native Floridian if there were any alligators around. Reassured, he dove in for a swim.

When his head came up out of the water, he noticed that the native was still there, so to make conversation he said, "They told me up north that these waters were infested with alligators."

"Not around here they ain't," replied the other, adding, "the sharks scare 'em all away."

**OUR RESORT, El Verano.** Finest in drinkables. Friendly folks' headquarters. Stein Club (ask us about it.)

**EL DORADO HOTEL, Sonoma, run by the MERLO'S.** Historic building and furnishings. Excellent dinners (Italian especially).

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After a several years' absence, snow was visible last week on Sonoma mountain, and other mountains to the north and east. Pretty stuff, when you don't have to shovel it. Ever get stuck in a snowdrift in your own back yard? Ever have to tramp through 3-foot drifts in order to empty the ashes, or to feed and water the half-frozen chickens? Then it's no good.

### **SOL D. BECKER SELLS REAL ESTATE—**

**Every Once in Awhile**

**VERN'S THRIFTY DRESS SHOP, Boyes Theater Bldg. Ladies' high class clothes at prices you won't believe. Nothing like it!**

We know the cause of the farm price slump, but no idea at all of how to stop it or reverse the trend. The decline stems from the high prices the farmers have to pay for feed, equipment, etc., this caused in large part by the constant increase in wages of those who make the products the farmer must buy.

Another major cause is the huge surpluses piled up, mostly the result of faulty handling of the farmers' problems by previous administrations.

But the surpluses, until they're taken off the market, act as a gigantic threat to any higher prices for farm products. If a farmer has 300 bushels of potatoes to sell, and in the same bin are 600 more bushels which the government owns, the farmer isn't going to get a good fair return for his crop. It works the same with livestock, dairy products, hay, cotton, beans, and almost any crop you name.

Probably the answer would be to give it all away, fast, and resolve never again to buy up surpluses. Let the market seek its proper level, as it did before price supports, and as it does with any manufactured goods.

**For just about everything needed around the house, yard, barn, garage, we've got it. BOYES VARIETY STORE, Hiway 12.**

**BOB'S CIGAR STORE, Sonoma. Large stocks of cigars, cigarets, pipes, tobacco. Billiards in connection. Newsstand.**

Little story about Steve Rakoski, El Verano. He cleaned up two guinea hens for us for our traditional New Year's dinner. But before he finished the job, his big cat jumped up and carried one off and under the house. Steve couldn't possibly retrieve it, so he had to kill another guinea, his last. Says he lost money on us. By the way, these were pearl guineas, beautiful birds but rarely seen in this part of the country.

**BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repair work of all kinds. Work guaranteed.**

**GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.**



Did you look at the Rose parade over TV? And did the commercials spoil it for you, too? Every time a fine float hove into view, or our favorite western rider like "Crash" Corrigan or Monty Montana, the boys and girls doing the commercials told us to buy a brand of orange juice or oatmeal, and we missed the spectacle. Maybe in time they'll wake up to the fact that they kill more sales than they gain. Once every 15 minutes is enough for any commercial, especially when they're seldom changed. Ferinstance, aren't you pretty sick of: "And they are mild"; "Listen, listen, listen"; "Made like a doctor's prescription," or "How often do you brush your teeth?"

**It's the show place of the Valley. Your friends will appreciate your bringing them here to dine. SONOMA GOLF & COUNTRY. VALLEY DRUG STORE, Boyes. A complete pharmacy. Registered pharmacist on duty. Prescriptions. Cads, gifts, toiletries.**

"Perhaps you misunderstood, sir. I asked only the board to remain after the meeting." "Well, I was never so bored in my life."

**If you can't see why a girl wears a strapless gown, she shouldn't. VALLEY WATCH REPAIR, Boyes Hot Springs. Hiway 12.**

**SONOMA FURNITURE MART, South Broadway. Highest type furniture for the discriminating. We'll trade, repair, deal.**

Probably a good thing we don't all like the same thing. Sunday night Ed Sullivan trotted out about 14 acts in his hour. One S.F. critic wrote later that they were all wonderful, that you'll hear much more about all of them in the coming year. To us, they were all lousy, even worse, with the exception of a clever magician whose act didn't last nearly long enough. Ed apparently just threw them all in to clear up his barrel of mediocre talent.

**CHRYSTAL'S SMART SHOP, Plaza Center Bldg., Boyes Springs Smart Apparel for Women Hosiery Lingerie Separates FIRESIDE LODGE, just west of Sonoma, Hiway 12. Barbecuing is our long suit—steaks, chops, ribs, chicken. Splendid cocktail bar.**

Restrictions are now off and we can say a word or two about Michigan State. (By the way, there's just as much difference between Michigan State (East Lansing) and Michigan (Ann Arbor) as there is between California and Stanford. They kinda hate each other—in a nice way.)

But we predicted 'way back in September that State would come to the Rose Bowl, and would win. All four who disagreed with us have paid up, and all is well.

They can't come out again next year, so we'll have to pick Michigan (University of Michigan, that is) for the next Bowl game.

**PAUL'S OLD RANCHERO, Verano. Banquets and parties our specialty. New dance floor. Cocktail bar. Music nightly by Paul.**



**MIKE & ROSE'S BOYES SPRINGS STORE.** Meat specialists, with special low prices last three days each week. A good market.

Just heard this about Joe Larbre, the well driller: He's president of the local Sons of Italy lodge—but is he Italian? Nope. He's French. His wife is Italian, so that makes him eligible.

**FIELDS UNION SERVICE, Main Corner, Boyes.** Union Oil products. Experienced mechanic on duty. Guaranteed service.

**B & L LAUNDROMAT, Fetters.** Trouble with drying your wash nowadays? Wash and dry right here, a little time, small cost.

**COULD BE YOUR ED:** The doctor received a visit from a man who was worrying about his heart. "Do you smoke much?" inquired the doctor. "About 15 cigars a day." "You'll have to cut down. It will be hard, but try to be satisfied with one after each meal."

A few weeks later the man returned for a check-up. The doctor complimented him on the improvement in his health. "You see, that's what happens when patients follow their doctor's orders."

"Well, it isn't always easy to do," said the visitor. "Sometimes it's hard to eat 15 meals in one day."

#### **LARSON'S LIQUOR & SPORTING GOODS**

**Sportsmen's Center — Fishermen's and Hunters' Supplies**  
**THE BEST FOOD** and drinks you can find in the Valley. Bring your guests here. Try our steaks. **MENDEL'S CAFE, Boyes.**

Could be wrong, but maybe we take Russia too seriously. Rather than being (or acting) scared of them, why not give them the old laugh treatment? Laugh at their claims, ridicule them on every hand, make 'em on the silly side with other countries, and sure as shootin' they'll come off their high horse and just might start behaving like human beings.

**LEE STARRETT, Masseur, at Bathhouse, Boyes.** Massages, slenderizing. You'll look and feel better. Make it a habit.

Fortunately, the Springs area suffered no flood damage. Sonoma river got to within 3 feet of the bridge on Boyes boulevard, then receded. It carried away an immense amount of good soil, and it would have taken just a little more rain to have caused a real flood right here.

It's time the populace, led by the supervisors, started thinking about a few dams, not only on this river but all the rivers in Sonoma county

Merely to prevent floods they're worth every cent they cost. And by storing up some of the water now lost every spring freshet, most of it could be usefully used for irrigation, lawn sprinkling, construction projects, and for other non-drinking purposes.

More on this from time to time.



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RUSTIC INN, Glen Ellen. GUNNER and RUTH. Historic atmosphere. Jack London used to like it here. So will you!

### **MORE ON THE PROPOSITION OF USING EXISTING SCHOOL PLANTS TO CAPACITY—12 MONTHS A YEAR**

In April of 1951, James C. Cherry, superintendent of schools in South San Francisco, made a bid for adoption of the plan (four quarters of use each year) in a report on teachers' salaries. He pointed out the saving to the public and the increase of teachers' pay at no increase in expense to the taxpayers. After meeting considerable opposition he concluded ruefully, "Changes in institutions are brought about slowly and with opposition."

It is interesting to note that in reply to inquiries sent out in preparation for this meeting, some state superintendents of schools including those in Connecticut, Nebraska and Virginia, indicated that they think the plan sound except for public resistance to it. It is also interesting to observe that the California education code provides for the quarter plan adoption and state apportionments on that basis for any individual school district.

It seems apparent from the facts uncovered that the quarter-system would work but that resistance by parents, teachers and administrators alike would prevent its adoption unless all other means of solving the school housing problem had been explored and a solution not found.

The only other alternative seems to be the split-session when we reach the saturation point in our bonding capacity. It is evident in the case of my community that this will occur in the near future in those schools that do not already have it.

Apparently the public and members of the education profession prefer the latter course of action. If that is the case, and our youngsters can achieve the quality of education desired under such a system, let's stop apologizing for the necessity of having split sessions and accept it as satisfactory. Apparently, with the growth of our area, we will live with this system for some time.

Whichever system is employed to take care of the educational needs of the somewhat crowded future, I believe that we as members and employees of chambers of commerce should make every effort to see that school grounds and plants and such public facilities as fairgrounds should be put to the maximum use by the public who owns them. Certainly they can be used for recreation during the summer season, if not for the educational purposes for which they were intended.



**POWDER BOX BEAUTY SHOP**, Arnold drive at Ellis'. Same fine equipment and beauty service you've learned to expect.

**Real estate headquarters — sales or rentals — WOODS-FRANQUELIN CO.**, Boyes Springs Branch. Fast service. Personal attention.

A Russian named "Rudolph the Red" stood looking out the window. Over his shoulder he remarked to his wife: "It's raining."

"I believe it's snow," said the wife, joining him at the window.

"It's rain," he responded firmly. "And Rudolph the Red knows rain, dear."

**RICHFIELD SERVICE** in Boyes, Plaza corner. **BUD DELANEY** will serve you with the finest gas, oil, lubricants, tires, batteries.

**GERTRUDE DETERS**, Box 396, El Verano. Representative for **National Monument Co.**, also finest calendars, matches, printing.

**TOO LATE NOW—SAVE TILL DECEMBER!**

Next Christmas, if you should like to greet your neighbors in their own language in saying "Merry Christmas," try these:

Brazil and Portugal: "Boas Festas."

Holland: "Hartelijke Kerstgroeten."

Germany: "Froehliche Weihnachten."

Spanish: "Felices Pascuas."

Denmark: "Glaedelig Jul."

France: "Joyeux Noel."

Italy: "Buon Natale."

Sweden: "God Jul."

**GEORGE**, the meat maestro at **BOYES SPRINGS FOOD CENTER**, delights in cutting fine quality meats to your exact order. Poultry.

**GALLO BROS.**, Boyes. Franchised DeSoto and Plymouth dealers. Repair department. Towing service. Call **WE 8-5415**.

California's motor vehicle owners have begun their annual registration renewals, and already there are indications that most of the 6,000,000 owners want to get the job done early. In return for the appropriate fees and the pre-punched registration cards mailed out from Sacramento, auto owners are receiving sets of shiny new 1956 license plates, to be used for the next five years. They feature a new system of combination of three numerals and three letters in black on a bright yellow background. Final registration renewal date is February 4, with stiff fees imposed for delinquents. Motorists also may register by mail, in Santa Rosa, with some banks and motor car agencies providing renewal service.

**Italian Cuisine** for the discriminating. **American dishes** too. **SONOMA GROVE**, Highway 12, south of Boyes. Cocktail bar.

**VALLEY OF THE MOON CIGARS**—Handmade right here in the **FINEST FOOD** and **COFFEE** anywhere—**THE DRIVE-IN**, formerly